

CC10123

FAX# 215 564 1103  
CREDIT RISK !!!  
HARRIS REPORT FROM REP

OCT22/12 12.03  
\*\*\* WPXI-TV \*\*\*

REP. #	OFF. #	18	SALESMAN #
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**BUYER NAME** MICHAEL D'ETTORRE

**SALES PRSN WA- CHERYL BLAIR**

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DATE OCT22/12 12 03

201/ Feb



LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			700A-800A	30	3	\$850.00	10/23	10/26	4		TU-F	4
PROGRAM : TODAY SHOW												
2			700A-800A	30	3	\$850.00	10/29	10/29	1		MON	1
PROGRAM : TODAY SHOW												
3			800A-900A	30	3	\$800.00	10/23	10/26	4		TU-F	4
PROGRAM : TODAY SHOW												
4			800A-900A	30	3	\$800.00	10/29	10/29	1		MON	1
PROGRAM : TODAY SHOW												
5			600A-700A	30	3	\$1,100.00	10/23	10/26	4		TU-F	4
PROGRAM : NEWS												

REP HEADLINE# 6389018  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 215-564-1206 FAX# 215 564 1103  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT22/12 12.0  
 \*\*\* WPXI-TV \*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
6			600A-700A	30	3	\$1,100.00	10/29	10/29	1		MON	1
PROGRAM : NEWS												
7			400P-430P	30	3	\$550.00	10/23	10/26	3		TU-F	3
PROGRAM : JUDGE JUDY												
8			500P-530P	30	3	\$1,100.00	10/23	10/26	3		TU-F	3
PROGRAM : NEWS												
9			600P-630P	30	3	\$1,300.00	10/23	10/26	3		TU-F	3
PROGRAM : NEWS												
10			700P-730P	30	4	\$1,650.00	10/23	10/26	1		TU-F	1
PROGRAM : JEOPARDY												
11			730P-800P	30	4	\$1,650.00	10/23	10/26	2		TU-F	2
PROGRAM : WHEEL												
12			1100P-1130P	30	4	\$2,000.00	10/23	10/27	5		TU-SA	5
PROGRAM : LATE NEWS												
OCT/12			34800.00			NOV/12					\$2,750.00	

CONTRACT TOTAL 37550.00  
 TOTAL SPOTS 32

MARKET TOTALS \$113,787 WPXI 33% KDKA 33% WTAE 30% WPGH 4% CABL 0% WPCW 0% WPMY 0%  
 SVC- NSI  
 DEMOS - RA35+\*

10/10/12